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Monday, 17 September 2018

**Cerebra Integrated  
Technologies Limited**

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Department of Corporate Services (Listing)  
BSE Limited (Bombay Stock Exchange Limited)  
P J Towers, Dalal Street, FORT  
MUMBAI - 400 001

Dear Sirs

**Sub: Memorandum of Understanding (MoU) with Manufacturers Association of  
Information and Technology (MAIT) and execution of Standard Operating  
Procedure (SOP)**

Please be informed that Cerebra has entered into Memorandum of Understanding (MoU) with Manufacturers Association of Information and Technology (MAIT) to implement the awareness program i.e., "Awareness Program" on environmental hazards of e-waste in India in 07 Cities (Delhi, Mumbai, Chennai, Bangalore, Hyderabad, Pune and Ahmedabad).

Further, the Company has also executed the Standard Operating Procedure (SOP) with (MAIT) for the purpose of developing a standard understanding of the project, the key elements regarding the implementation process and the reporting framework for each of the activities conducted.

We have also enclosed the copy of Press Release in this regard.

Kindly take the above on record and treat this as compliance with the listing Regulations.

Thanking you.

Yours sincerely  
For Cerebra Integrated Technologies Limited



Shridhar S Hegde  
Whole Time Director  
DIN: 01247342

Enc: As above



## Cerebra Green Launches 'India Clean-up Week' in partnership with MAIT

*Under the aegis of MAIT, the first and largest Cleanup Drive is also being backed by MeitY, MOEFCC and Digital India to amplify the cause*

**Bengaluru, 17<sup>th</sup> September 2018:** Cerebra Green, the leaders in e-waste management, has joined hands with **Manufacturers Association of Information and Technology (MAIT)**, **Ministry of Electronics and Information Technology (MeitY)**, **Ministry of Environment Forests and Climate Change (MOEFCC)** and **Digital India** to launch the 'India Clean-up Week' (13<sup>th</sup> – 19<sup>th</sup> October) by conducting the largest e-waste collection drive in the country.

Cerebra Green's India Clean Up week will be an 'Awareness Program' with the support of MAIT as the industry partner for promoting the awareness program. It will be executed in 7 cities- New Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, Pune & Ahmedabad.

The Program will be targeting 3 key stakeholders – RWAs, Bulk Consumers & General Public and aims to create awareness among them on environmental and health hazards of e-waste, environmentally sound disposal practices, enhance formalized collection processes for proper recycling and ensuring proper implementation of e-waste management rules 2016

"E-waste is hazardous which makes its improper management a grave concern. A large portion of our population remains unaware about the concept of efficient e-waste management. This is a critical challenge to the modern Indian society, and there is a need for coordinated efforts from the government, NGOs, and the general-public towards managing e-waste better for sustainable development. With the launch of the "India Cleanup Week", Cerebra Green aims to collect huge tonnes of e-waste by the end of October, making it the largest e-waste clean-up drive in the country to date in an organized manner. "said **Mr. V Ranganathan, Managing Director and Founder, Cerebra Integrated Technologies Limited.**

According to **Mr. Anwar Shirpurwala, Chief Executive Officer, MAIT**, "Malpractices in breaking down non-working laptops, cell-phones and other goods – in India, which are generally burnt to dust, has resulted in the residue from EEE getting dumped in rivers, drains or disposed in solid waste dumps. Over time, this has led to degeneration of land and water quality. We realize that a clean-up week in India is necessary and will help towards this cause. We have extended our partnership to Cerebra Green along with the other Govt bodies and hope that the association will help in amplifying and strengthening the initiative to achieve the desired results."

E-waste production in the country is predicted to touch a whopping 3 million tons by the end of 2018. While industries contribute to 70% of e-waste, Indian households contribute to almost 15% and the rest comes from discarded or 'end of life' electrical and electronic equipment (EEE). India is one of the fastest growing consumers of discarded or 'end of life' electrical and electronic equipment (EEE).



### **About Cerebra Green India clean-up week**

- Cerebra India Cleanup Week will take place across the country in the week ranging from 13th – 19<sup>th</sup> October.
- During this week individual consumers will have the opportunity to dispose their e-waste through the right and most environment friendly channels as Cerebra will set up several collection centers and facilitate home pick-ups.
- Institutions (corporate offices, enterprises, educational institutions, hospitals) also have the opportunity to be a part of this drive by signing up with Cerebra and disposing all their e-waste in one go. Along with a certificate of recognition from MAIT, these organizations also have a ready platform to comply with the E-Waste (Management) rules set forth by the government.

### **About Cerebra Green**

Cerebra Integrated Technologies, a public listed company headquartered in Bengaluru, has been among the front runners for the cause of E-waste management crisis in the country. Established about 26 years ago as an IT manufacturer, distributor and an IT enabled service provider, Cerebra Integrated Technologies launched Cerebra Green – India's largest, most sophisticated end to end E-Waste Recycling Facility. The facility is also among the firsts to achieve a completely eco-friendly E-waste disposal such that there is a Zero Landfill and Zero Water level pollution achieved during the process. Cerebra has already received KSPCB (Karnataka State Pollution Control Board) licensing at its brand new facility for processing e-Waste, Recycling and management activities. The first phase of the same has been completed on a 12-acre property, acquired through KIADB at Narasapura, Kolar District.

### **About MAIT**

Set up in 1982, MAIT is the apex body representing India's ICT sector. MAIT is recognized by both the Government, as well as the industry, for its role in the growth and development of the IT Hardware industry. MAIT believes that technology is the primary contributor of economic growth and with their consistent policy advocacy efforts, they have emerged as a strong and effective industry mouthpiece, within government corridors.

For further information, please contact:

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